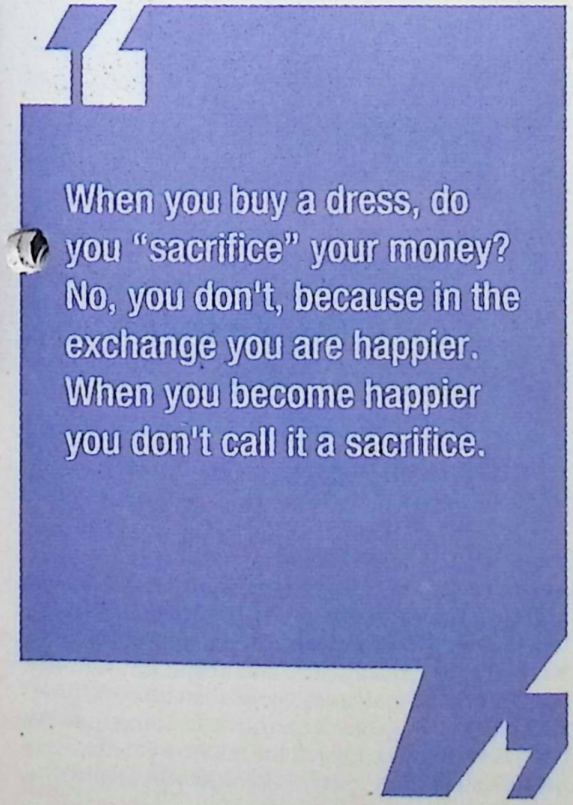
this concept the (personal) profit centric business world will be reshaped as dual objective world. Each person will have the choice of working to make himself richer, or to work to make the world a better place, or do both.

The consensus among the international community is that Bangladesh has huge potential. How do we realize that potential?

We don't need to wait for the assessment of the international community. Our results show that we have done well. We could have done much more if we could solve our political problems. Politics is holding us back. We have created a wrong culture of politics. If we can get away from the culture of lies, violence, corruption and hatred, we can transform this country very quickly.

What kind of support is needed from the Government and what may be the role of the private sector to promote social business in our country? Do you think there should be an autonomous body to provide training, technical assistance and coordinate social business initiatives?

Anyone can do social business – individuals, companies, NGOs, Foundations, etc. Government can create social business companies to solve people's problems. A good outcome of this approach for the government would be that these businesses will be sustainable, so they would not be a permanent burden on the tax payers.



Social businesses should not wait for anybody else's action. In the context of politicisation of all our institutions, I would not recommend any government action for social business. Such action may become counter-productive.

Social business is about making complete sacrifice of financial reward from business. How do we motivate young men and women to become social business entrepreneurs? Do you think it may be necessary to organise programmes at the national and root levels to educate people on Social Business and identify business opportunities?

Young people have to decide for themselves what kind of world that they would like to live in; what would be the purpose of their lives. That's the critical issue. Once they have a general idea about the purpose of life, they will start looking around how to achieve this.

Social Business is a part of the learning process for all young people. It should be taught in the class rooms.

You see, you are talking in terms of "sacrifice". It is because we were taught to think in those terms in our classrooms. Your mind immediately categorised it as a "sacrifice". When you buy a dress, do you "sacrifice" your money? No, you don't, because in the exchange you are happier. When you become happier you don't call it a sacrifice.

If you move from personal profit-making business to social business, is there a sacrifice? No, there isn't, since it makes you happier. Nobody forced you to do it. You wouldn't have done it if it made you worse off. To make this point I always remind people that making money is happiness; making other people happy is a super happiness. You are better off by making other people happy.

Corrupt practices have become rampant in the country. We wonder how food vendors can put formalin and other toxic elements in the food we eat. We cannot trust our hospitals and other service providers. It seems everything that is decent in human spirit is in decline. How can we address it, from the point of view of an economist? Can Social Business fight such vices?

First of all, social business would not do such things. If they did it, they would not be called social business. Social businesses are designed to solve people's problems. The more social businesses we have, the fewer problems we'll have.

In the context of all the contamination in food, and recklessly harming of consumers' health, it originates from the obsession with making a quick buck. Regulations were brought in to check that. But regulators, administrators, politicians all got involved in the same game – making quick money. Social business can give us a way out – if we want it. Social business is supposed to make us happier. We must feel it deep inside of us. We must ask ourselves: do we? ■